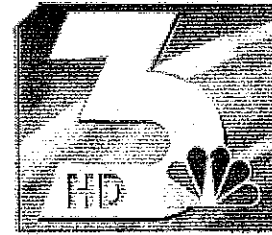


**ORDER****KSNV**

**Orders**  
**Order / Rev:** 108459  
**Alt Order #:** 06870019  
**Product Desc:**  
**Estimate:** Est 3178  
**Flight Dates:** 11/01/12 - 11/05/12  
**Original Date / Rev:** 10/31/12 / 11/06/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency Name:** Strategic Media Placement, Inc.  
**Buying Contact:**  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Heck, Joe for Congress *Rensed*  
**Demographic:** A25-54  
**Product Codes:** PLC02  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	17	\$43,350.00	\$36,847.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	17	\$43,350.00	\$36,847.50	0.00
<b>Totals</b>	<b>17</b>	<b>\$43,350.00</b>	<b>\$36,847.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSNV	11/01/12	11/05/12	M-F Early News M-F Early News	CM	5-630p	M--TF--	1:00	3	\$2,400.00	1	0.00	NM	3	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/01/12	11/07/12	M--TF--		3			\$2,400.00			0.00			
N 2	KSNV	11/01/12	11/05/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M--TF--	1:00	3	\$2,400.00	1	0.00	NM	3	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/01/12	11/07/12	M--TF--		3			\$2,400.00			0.00			
N 3	KSNV	11/03/12	11/04/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	1:00	2	\$2,200.00	1	0.00	NM	2	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/01/12	11/07/12	-----SS		2			\$2,200.00			0.00			
N 4	KSNV	11/03/12	11/04/12	News 3 Today - SATUR News 3 Today - SAT	CM	9am-930am	-----S-	1:00	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/01/12	11/07/12	-----S-		1			\$1,000.00			0.00			
N 5	KSNV	11/03/12	11/04/12	LAW & ORDER (LF) Law & Order (LF)	CM	Sat 1-2am / Sun 1:	-----S	1:00	1	\$90.00	3	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/01/12	11/07/12	-----S		1			\$90.00			0.00			
N 6	KSNV	11/03/12	11/04/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	1:00	1	\$1,250.00	1	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/01/12	11/07/12	-----S-		1			\$1,250.00			0.00			

Order / Rev: 108459  
 Alt Order #: 06870019  
 Flight Dates: 11/01/12 - 11/05/12

Advertiser: Heck, Joe for Congress  
 Product Desc:  
 Estimate: Est 3178

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KSNV	11/04/12	11/04/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	-----S	1:00	1	\$3,600.00	1	0.00	NM	1	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	11/01/12	11/07/12	-----S		1		\$3,600.00		0.00					
N 8	KSNV	11/03/12	11/03/12	RALSTON in PRIME RALSTON in PRIME	CM	8-11pm	-----S-	1:00	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	11/01/12	11/07/12	-----S-		1		\$2,400.00		0.00					
N 9	KSNV	11/04/12	11/04/12	NFL End of Game Break NFL End of Game Break	CM	1p-9p	-----S	1:00	1	\$16,000.00	1	0.00	NM	1	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	11/01/12	11/07/12	-----S		1		\$16,000.00		0.00					
N 10	KSNV	11/04/12	11/04/12	Dateline AN Dateline NBC AN	CM	12-3am	-----S	1:00	1	\$90.00	3	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	11/01/12	11/07/12	-----S		1		\$90.00		0.00					
N 11	KSNV	11/01/12	11/05/12	Today-AN Today-AN	CM	205a-304a	M--TF--	1:00	2	\$60.00	4	0.00	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	11/01/12	11/07/12	M--TF--		2		\$60.00		0.00					
													Totals	17	\$43,350.00